

PUBLIC AFFAIRS

3. MEDIA BRIEFINGS

SYNOPSIS. This regulation prescribes the policy and specific conditions that govern unclassified media briefings.

- a. **GENERAL.** Representatives of the press and other public information media (hereinafter referred to as "media") frequently request briefings, interviews, and visits to discuss general Agency policies and programs and/or to obtain substantive facts concerning specific areas or activities of topical interest. It is Agency policy to be as forthcoming as is reasonably possible in the sharing of unclassified information with the American public via the media. For security reasons and to minimize interruptions to the Agency's normal operations, responses are carefully monitored and controlled.

b. **POLICY**

- ☐ (1) Public Affairs Division, Office of External Affairs, is responsible for responding to requests for briefings, interviews, and visits from the media and for arranging and monitoring responses. Each such event will be approved in advance by the Deputy Director of Central Intelligence (DDCI) or, in his absence, the Executive Director.
- ☐ (2) Media requests will be considered only if consistent with security considerations and if an appropriate briefer is available.
- (3) Representatives of foreign media or foreign nationals representing domestic media will not be provided briefings, interviews, or visits. Exceptions must be approved by the Director of Central Intelligence (DCI).
- ☐ (4) Agency employees contacted directly by a media representative will refer the caller to Public Affairs Division. Only the DCI, DDCI, the Director of External Affairs, or Public Affairs Division are authorized to handle press queries directly or to delegate this authority to other Agency officials.
- (5) Briefings on Agency policies and programs will be made by the DCI, his principal deputies, or such senior official as the DCI may personally direct.
- (6) The decision to provide a briefing will not discriminate among requesters but will be based on the merits of the request, the sensitivity of the issue, and the availability of knowledgeable Agency briefers.
- (7) A specific decision to provide a briefing must be made on each individual request. A prior approval may not be used as the basis for honoring a subsequent request.
- (8) Public Affairs Division will maintain appropriate materials and provide necessary guidance and advice to assist Agency officials in dealing with the media.

c. **SPECIFIC CONDITIONS.** The following specific conditions will apply to all briefings of the media:

- ☐ (1) Briefings normally will be conducted in the offices of Public Affairs Division or in another specifically designated area. It will be the responsibility of Public Affairs Division to ensure that the briefer and the representative of the media understand and agree to abide by the guidelines established.
- (2) Under no circumstances will the Agency employee giving the briefings divulge classified information or intelligence sources and methods. The briefer must avoid analytical conclusions that may be source revealing and/or are based on background data of a sensitive nature.
- (3) When applicable, Public Affairs Division will advise media representatives that briefings are for background purposes only and not for attribution to the Agency or the employee giving the briefing.

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- (4) Individuals giving substantive briefings will confine themselves to the subject of the request.
 - (5) If classified information should be inadvertently disclosed, the briefer will request the media representative to treat the information as privileged, off the record, and not for publication. The briefer will then report the disclosures promptly through appropriate channels to Public Affairs Division and the Director of Security.

/s/

Deputy Director of Central Intelligence

PUBLIC AFFAIRS

1. RELEASE OF AGENCY INFORMATION TO REPRESENTATIVES OF THE PUBLIC INFORMATION MEDIA

SYNOPSIS. This regulation sets forth policy and responsibilities that concern contacts with and release of unclassified information to the public information media.

a. POLICY

- (1) Public Affairs Division, Office of External Affairs, is the focal point for all Agency contacts with public information media (hereinafter referred to as "media") representatives, except for media requests made to the Agency under provisions of the Freedom of Information Act.
- (2) All inquiries, whether official or unofficial, from representatives of the media will be referred to Public Affairs Division.
- (3) All official responses to inquiries from media representatives will be made by Public Affairs Division or by individuals authorized to do so by Public Affairs Division.
- (4) In releasing Agency information to media representatives, Public Affairs Division will not discriminate among members of the media.
- (5) Under no circumstances will classified information be revealed to the public.

b. RESPONSIBILITIES

- (1) Public Affairs Division will:
 - (a) Coordinate all inquiries to the Agency from the media.
 - (b) Advise and assist Agency employees concerning their contacts with representatives of the media.
 - (c) Maintain a central record of all Agency contacts with representatives of the media, both by Public Affairs Division and other employees.
 - (d) Provide the Office of Security with copies of all reports of contacts with the media.
- (2) Employees, except as authorized by the Director of Central Intelligence or Public Affairs Division, will:
 - (a) Refer all inquiries, whether official or unofficial, from representatives of the media to Public Affairs Division.
 - (b) Engage in no contact on behalf of CIA with representatives of the media for the purpose of furnishing information for publication.
- (3) Chiefs of overseas and domestic field installations will request guidance and instructions from Public Affairs Division, if and as required, to carry out the principles of this regulation.
- (4) Operating Officials periodically will bring this regulation to the attention of all individuals under their supervision.

_____/s/
Deputy Director of Central Intelligence